

SOLICITATION EMAIL SENT TO SELECTED AMERICAN UNIVERSITY RESEARCHERS AND
MARKETING/EXTERNAL RELATIONS OFFICIALS TO INTEREST THEM IN SPEAKING AT THE ITALIAN TRADE
AGENCY INDUSTRY 4.0 CONFERENCE IN MILAN IN FEBRUARY 2018

Dear

I am writing to invite you to speak at an Italian Government Conference on US advanced manufacturing trends and technology transfer best practices. To be held in Milan Italy on February 21, 2018, the Conference will seek to stimulate industrial innovation by connecting small Italian industrial companies with leading American universities specialized in technology transfer and commercialization. About 200 Italian manufacturing and service companies, academics, and government leaders are expected to participate in this premier event.

Italy's Ministry of Economic Development is leading the Government of Italy's Industry 4.0 program and the Italian Trade Agency (ITA) is the organizer of the Conference. America's leading role in advanced manufacturing R&D and the innovation process are well appreciated but little understood. The Conference seeks to shed light on how US universities and companies work together and how Italian firms might participate effectively in joint research and commercialization projects.

This opportunity will provide you and your institution with cost-effective exposure to the Italian market and access to interested companies and leading Italian academic institutions at the forefront of Italy's industrial research, such as the Milan and Turin Polytechnics. In addition to providing a platform to present your business models and research projects, every effort will be made assist you in establishing new contacts during and after the conference. ITA will fund your business class travel to Milan, accommodation at a top hotel and airport transfers.

We are interested in your participation on one of 2 panels:

- Panel One: American and Italian university program directors discuss how their institutions contract with firms on research projects, IP, etc., and best practices for technology transfer.
- Panel Two: 2-3 American university researchers will make high level presentations on a key innovation initiative or project where your university is demonstrating leadership, such as robotics, advanced materials, artificial intelligence, etc. and possible opportunities for Italian firms.

Attached is a draft conference program for your perusal. I would welcome the opportunity to speak to you by phone to provide you with additional details on the event and how you might participate.

Sincerely,

Carmine D'Aloisio
Contractor -- Senior Project Manager
Italian Trade Agency Chicago Office